



KTVI  
2250 Ball Drive  
St. Louis, MO 63146  
(314)213-2222

# CONTRACT

<u>Contract / Revision</u>	<u>Alt Order #</u>
583266 /	09843623
<u>Product</u>	
NIXON	
<u>Contract Dates</u>	<u>Estimate #</u>
10/16/12 - 10/22/12	
<u>Advertiser</u>	<u>Original Date / Revision</u>
Nixon, Jay/D/MO/Governor	10/15/12 / 10/15/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KTVI	Jared Salles
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
	NW80
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

Campaign Group  
1600 Locust Street  
Philadelphia, PA 19103

*Copy*

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>		
										Type	Spots	Amount
N 1 2	10/16/12	10/22/12	M-F 430-5a	KTVI News	430-5a		:30			NM	5	\$625.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week:	10/16/12	10/22/12	MTWTF--	5								
	\$125.00											
N 2 2	10/16/12	10/22/12	530a-6a		530a-6a		:30			NM	3	\$2,025.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week:	10/16/12	10/22/12	MTWTF--	3								
	\$675.00											
N 3 2	10/16/12	10/22/12	M-F 9a-10a		9A-930A		:30			NM	5	\$2,625.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week:	10/16/12	10/22/12	MTWTF--	5								
	\$525.00											
N 4 2	10/16/12	10/22/12	Fox 2 News Edge		10p-1035p		:30			NM	3	\$5,100.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week:	10/16/12	10/22/12	MTWTF--	3								
	\$1,700.00											
N 5 2	10/16/12	10/22/12	M-F 9p-10p		9P-930P		:30			NM	5	\$10,125.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week:	10/16/12	10/22/12	MTWTF--	5								
	\$2,025.00											
N 6 2	10/16/12	10/22/12	M-F 1035p-1105p		1035p-1105p		:30			NM	5	\$3,375.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week:	10/16/12	10/22/12	MTWTF--	5								
	\$675.00											
N 7 2	10/16/12	10/22/12	M-F 1105p-1135p		1105p-1135p		:30			NM	5	\$2,875.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week:	10/16/12	10/22/12	MTWTF--	5								
	\$575.00											
N 8 2	10/16/12	10/22/12	M-F 1135p-1205a		1135p-1205a		:30			NM	5	\$2,875.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week:	10/16/12	10/22/12	MTWTF--	5								
	\$575.00											
N 9 2	10/16/12	10/22/12	Fox 2 News Edge		10p-1035p		:30			NM	5	\$8,500.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week:	10/16/12	10/22/12	MTWTF--	5								
	\$1,700.00											
N 10 2	10/21/12	10/21/12	Fox 2 News Edge Sunday		10-1035p		:30			NM	1	\$1,350.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week:	10/15/12	10/21/12	-----S	1								
	\$1,350.00											
N 11 2	10/21/12	10/21/12	St Louis Rams		12P-315P		:30			NM	1	\$13,500.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>								
Week:	10/15/12	10/21/12	-----S	1								
	\$13,500.00											

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**St. Louis, MO 63146**  
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Contract / Revision 583266 /	Alt Order # 09843623	
Contract Dates 10/16/12 - 10/22/12	Product NIXON	Estimate #
Advertiser Nixon, Jay/D/MO/Governor		Original Date / Revision 10/15/12 / 10/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<u>Totals</u>		
										Type	Spots	Amount
N 12 2		10/16/12	10/22/12	M-F 12p-1230p	12p-1230p		:30			NM	5	\$1,500.00
Week:		10/16/12	10/22/12	MTWTF--		5		\$300.00				
N 13 2		10/16/12	10/22/12	M-F 1230p-1p	1230p-1p		:30			NM	5	\$1,500.00
Week:		10/16/12	10/22/12	MTWTF--		5		\$300.00				
N 14 2		10/16/12	10/22/12	M-F 430p-5p	430p-5p		:30			NM	5	\$3,375.00
Week:		10/16/12	10/22/12	MT-TF--		5		\$675.00				
N 15 2		10/16/12	10/22/12	M-F 3p-330p	3p-330p		:30			NM	5	\$2,625.00
Week:		10/16/12	10/22/12	MT-TF--		5		\$525.00				
N 16 2		10/16/12	10/22/12	M-F 330p-4p	330p-4p		:30			NM	5	\$2,625.00
Week:		10/16/12	10/22/12	MT-TF--		5		\$525.00				
N 17 2		10/16/12	10/22/12	M-F 4p-430p	4p-430p		:30			NM	5	\$2,875.00
Week:		10/16/12	10/22/12	MT-TF--		5		\$575.00				
N 18 2		10/16/12	10/22/12	M-F 630p-7p	630p-7p		:30			NM	5	\$5,625.00
Week:		10/16/12	10/22/12	MTWTF--		5		\$1,125.00				
D 19 2		10/16/12	10/22/12	M-Su 4a-4a	4a-4a		:30			NM	0	\$0.00
N 20 2		10/16/12	10/22/12	M-F 9a-10a	930A-10A		:30			NM	5	\$2,625.00
Week:		10/16/12	10/22/12	MTWTF--		5		\$525.00				
N 21 2		10/16/12	10/22/12	Fox 2 News Midday	11A-1130A		:30			NM	5	\$2,125.00
Week:		10/16/12	10/22/12	MTWTF--		5		\$425.00				
N 22 2		10/17/12	10/17/12	MLB Championship Series	230P-630P		:30			NM	2	\$11,500.00
Week:		10/15/12	10/21/12	--W----		2		\$5,750.00				
N 23 2		10/18/12	10/18/12	MLB Championship Series	630P-10P		:30			NM	1	\$11,500.00
Week:		10/15/12	10/21/12	---T---		1		\$11,500.00				
N 24 2		10/19/12	10/19/12	MLB Championship Series	630P-10P		:30			NM	1	\$11,500.00
Week:		10/15/12	10/21/12	----F--		1		\$11,500.00				
N 25 2		10/21/12	10/21/12	MLB Championship Series	230P-630P		:30			NM	1	\$11,500.00
Week:		10/15/12	10/21/12	-----S		1		\$11,500.00				
N 26 2		10/22/12	10/22/12	MLB Championship Series	630P-10P		:30			NM	1	\$11,500.00
Week:		10/22/12	10/28/12	M-----		1		\$11,500.00				

Totals 94 \$135,350.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	94	\$135,350.00	\$115,047.50
<b>Totals</b>	<b>94</b>	<b>\$135,350.00</b>	<b>\$115,047.50</b>

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Advertiser	Original Date / Revision	
Nixon, Jay/D/MO/Governrc	10/15/12 / 10/15/12	

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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